

Global Social Networking Market Charged to grow at the CAGR of 23.12 % from 2015 to 2019

WiseGuyReports.com adds "Global Social Networking Market 2015-2019" reports to its Database.

PUNE, INDIA, December 1, 2017

/EINPresswire.com/ --

About [Social Networking Market](#)

Social networking involves groups of people with common interests coming together on a social platform and building relationships with the help of technology. The term social media is defined as a platform, such as websites and applications, that enable users to participate in social networking activities by creating, sharing or exchanging information, ideas, and pictures/videos.



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Norah Trent Partner Relations & Marketing Manager

✉ sales@wiseguyreports.com

☎ Ph: +1-646-845-9349 (US) Ph: +44 208 133 9349 (UK)

🌐 <https://www.linkedin.com/company/4828928>

🐦 <https://twitter.com/WiseGuyReports>

📘 <https://www.facebook.com/WiseGuyReports-1009007869213183/?fref=ts>

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Social media is not limited to Facebook, Twitter, and Google+. Currently there are more than 800 active social networking sites and several platforms, including mobile applications and digital pages for people to interact.

Technavio analysts forecast the global social networking ad-spending market to grow at a CAGR of 23.12% during 2014-2018.

Covered in this Report

The report covers the present scenario and growth prospects of the global social networking market for the period 2015-2019. We provide an outlook on social networks, its implication on brands, how brands are utilizing social media platforms for marketing, and on social network ad spending.

The global social networking market is highly fragmented with the presence of a large number of small and large players. In this report, we present a detailed description of the key players. In addition, we discuss the major drivers that influence growth, the challenges faced by marketers and the market as a whole, and the key trends emerging in the market.

The following statistics are provided in the report:

- Social Network Ad Spending 2015-2019
- Social Network Users 2015-2019
- Social Ad Spending Per Social Network User 2015-2019
- Social Network Ad Spending in North America 2015-2019
- Social Network Ad Spending in APAC 2015-2019
- Social Network Ad Spending in Europe 2015-2019
- Social Network Ad Spending in Latin America 2015-2019

- Social Network Ad Spending in MEA 2015-2019
- Digital Ad Spending 2015-2019

Key Regions

- APAC
- Europe
- Latin America
- MEA
- North America

Key Vendors

- Facebook
- Google
- Instagram
- LinkedIn
- Pinterest
- Tencent
- Tumblr
- Twitter

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Market Driver

- Rise in Adoption of Smartphones and Tablets
- For a full and detailed list, view our report

Market Challenge

- Lack of Performance Measurement Standards
- For a full and detailed list, view our report

Market Trend

- Demand for Ubiquitous Content Access
- For a full and detailed list, view our report

Key Questions Answered in this Report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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CONTACT US:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

www.wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

email us here

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